

# Behavioral Threat Assessment and Management Institute

## Incel Terms and Descriptions

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<b>Alpha Male</b>	A bold, confident leader, opposite of a Beta	<b>Day of Retribution</b>	Idealized day in which incels will strike back against Chads and women; also referred to as “Beta Uprising” or “Incel Rebellion”
<b>AMOG</b>	“Alpha Male of Group”		
<b>Becky</b>	An average young woman, subordinate to a Stacy in looks and status	<b>Femoid/Foid</b>	Demeaning term referring to women as less than human
<b>Betabux</b>	A romantic relationship in which the man provides financially for his partner; often used to imply that the woman is only with him for his money	<b>FOOS</b>	“Fall on One’s Sword”
<b>Beta Male</b>	A weak man; the opposite of an alpha	<b>Go ER/ER/ Go Rodger</b>	To go on a killing spree, like Elliot Rodger; the letters E and R are sometimes capitalized in unrelated words (i.e. sEcuRity)
<b>Big Black Cock Theory (BBC)</b>	The theory that black men are inherently more virile and sexually appealing, making them able to “dickmog” (see mogging) other races	<b>Heightpill</b>	A subset of blackpill, which suggests women are primarily drawn to tall men
<b>Blackpill</b>	The belief that genetics predetermine one’s status and desirability; women are only attracted to those with superior genes	<b>Incel/Inkwell</b>	Involuntarily celibate man; common subsets include: <b>Baldcel:</b> Bald or balding <b>Currycel:</b> Indian <b>Clowncel:</b> Identifies with and admires the Joker from <i>Batman</i> <b>Fakecel:</b> Pretending to be incel to be edgy or to fit in <b>Framecel:</b> A man with the bone structure of a young teen <b>Gymcel:</b> Believes he can compensate with muscles <b>Heightcel/Shortcel:</b> A short man who is an incel because of his height <b>Mentalcel/Medcel:</b> Has psychological illnesses or medical issues <b>Workcel:</b> Too preoccupied with work for a relationship
<b>-Cel</b>	This suffix can be used to define one’s subset within the incel community based on physical features, interests, race, or defining traits (e.g., a gingercel is an incel who has red hair)		
<b>Chad</b>	An ideal male specimen; Chads can attract nearly all women easily; ethnic counterparts are <b>Tyrone</b> (black), <b>Chaddam</b> (Arab), <b>Chadpreet</b> (Indian), <b>Chang</b> (East Asian)	<b>Juggernaut law</b>	The theory that you can’t stop a woman’s dating potential; unattractive and flawed women make men feel like they have a chance, so they will still have their pick of men
<b>Chadfish</b>	Pretending to be an attractive man in your photos when you are not one	<b>LDAR</b>	“Lie Down and Rot”
<b>Cope</b>	Adopting a false but comforting belief to avoid the harsh truth; often used by trolls to mock everyday activities	<b>-Maxx/-Maxxing</b>	An attempt to improve dating chances by improving an aspect of one’s life (e.g., looksmaxx)
<b>Cuck</b>	Short for cuckold, this is a man with an unfaithful wife/girlfriend; also used for men who are considered weak or servile and often used as a derogatory term for men with moderate or progressive views	<b>Mewing</b>	An attempt to improve one’s jawline by holding the tongue hard against the roof of the mouth; created orthodontist Mike Mew

<b>Mog/Mogging</b>	The shortened form of AMOG, to mog is to be more good-looking or superior in some way	<b>Ropefuel/ Suifuel</b>	Suicide fuel; something deeply depressing that drives self-hate (e.g., an attractive woman in a relationship with someone you consider less attractive than yourself)
<b>My Twisted World</b>	Name of Rodgers' manifesto, which is often seen as a basis of incel philosophy	<b>Saint Alek</b>	Alek Minassian (Toronto Van Attack)
<b>NEET</b>	"Not in education, employment, or training"	<b>Saint Elliot</b>	Elliot Rodger (Isla Vista Killings)
<b>Noodlewhore</b>	An Asian woman	<b>Saint Yogacel</b>	Scott Beierle (Tallahassee Yoga Studio Shooting)
<b>Normie</b>	An average boring person, someone who is average in looks, between a Chad and an incel	<b>Soyboy</b>	An effeminate, feminist or non-fighting man, with low athleticism; incels believe soy lowers testosterone
<b>PSL</b>	An acronym for the forums "PUAhate.com/Sluthate/Lookism.net"	<b>Stacy</b>	The female counterpoint to a Chad; the ideal woman who is out of reach for any non-Chad man
<b>Pump and dump</b>	Having sex with a woman who is looking for a relationship with no intention of pursuing a relationship	<b>Supreme Gentleman</b>	How Elliot Rodger referred to himself; women are attracted to Chads even though incels are "Supreme Gentlemen"
<b>Redpill</b>	In the Matrix movies, the redpill wakes one up to the truth of reality; in incel circles, it is the belief that all women are attracted to the most alpha man and that one can compensate for poor genes by working out or gaining wealth or status	<b>Thot</b>	A woman who has many casual sexual encounters
<b>RGIF</b>	"Raping Girls is Fun"	<b>The Wall/Agepill/The inevitability of age making men and milkmired</b>	The inevitability of age making men and women less fertile and attractive
<b>Rope/Roping</b>	To commit suicide		